



<<First Name>> <<Last Name>>
<<Address1>> <<Address2>>
<<City>>, <<State>> <<Zip>>

<Date>>

Dear <<First Name>> <<Last Name>>,

Re: Notice of Data Breach

At Yogurtland, we are proud of our Real Rewards Program and thank you for being a member. We are writing to inform you of a data security incident that may have impacted some of your personal information. We take the security of your personal information very seriously, and we sincerely apologize for any inconvenience this incident may cause. This letter provides you with information concerning the incident as well as detailed information about steps we have taken to mitigate the effects of this incident.

What Happened?

We recently discovered our iOS Yogurtland App was accessed by an unauthorized individual between June 5th and June 6th, 2019, potentially allowing access to our Real Rewards members' usernames (email address) and passwords.

What information was involved?

While we have no information that your information has been used for inappropriate purposes, and your personal information within your account was not accessed and is not at risk, there is a potential that the username and password you use to access our Real Rewards program through the app were accessed.

What We Are Doing.

Upon discovering this incident, we immediately terminated the unauthorized access and launched a new, more secure Yogurtland App that is now available for update in the Apple App Store. We also sent an email asking all our Real Rewards Members to re-set their passwords. The password re-set link is also provided here: <https://www.yogurt-land.com/signinhelp>.

What You Can Do.

We recommend you download the new, updated App from the Apple App store. You can find the new app by searching for "Yogurtland" in the app store or looking for an update to the app in the "Updates" section of the App store. We also suggest that, if you use the same password for any other accounts, that you change those passwords as well, in an abundance of caution.

For more information.

We appreciate your patience and understanding, and we sincerely apologize for any inconvenience or concern this incident may cause you. Please see the Additional Important Information for additional steps you can take to protect your personal information generally. If you have questions, please contact Yogurtland at customerservice@yogurt-land.com or call 949-265-8000, 8am – 5pm, Monday through Friday, Pacific Time.

Sincerely,

Yogurtland Customer Service

Additional Important Information

For residents of Hawaii, Illinois, Iowa, Maryland, Michigan, Missouri, North Carolina, Virginia, and Vermont: It is recommended that you remain vigilant for incidents of fraud and identity theft by reviewing payment card account statements and monitoring your credit reports for unauthorized activity. You may obtain a copy of your credit report, free of charge, whether or not you suspect any unauthorized activity on your account. You may obtain a free copy of your credit report from each of the three nationwide credit reporting agencies. To order your free credit report, please visit www.annualcreditreport.com, or call toll-free at 1-877-322-8228. You can also order your annual free credit report by mailing a completed Annual Credit Report Request Form (available at <https://www.consumer.ftc.gov/articles/0155-free-credit-reports>) to: Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA, 30348-5281.

For residents of Iowa: You are advised to report any suspected identity theft to law enforcement or to the Attorney General.
For residents of Oregon: You are advised to report any suspected identity theft to law enforcement, including the Attorney General, and the Federal Trade Commission.

For residents of New Mexico: You are advised to review personal account statements and credit reports, as applicable, to detect errors resulting from the security incident, and that you have rights pursuant to the federal Fair Credit Reporting Act. Please see the contact information for the Federal Trade Commission listed below.

For residents of Illinois, Maryland, North Carolina, and Rhode Island:

You can obtain information from the Maryland, North Carolina, and Rhode Island Offices of the Attorney General and the Federal Trade Commission about fraud alerts, security freezes, and steps you can take toward preventing identity theft.

Maryland Office of the Attorney General

Consumer Protection Division
200 St. Paul Place
Baltimore, MD 21202
1-888-743-0023
www.oag.state.md.us

Rhode Island Office of the Attorney General

Consumer Protection
150 South Main Street
Providence RI 02903
1-401-274-4400
www.riag.ri.gov

North Carolina Office of the Attorney General

Consumer Protection Division
9001 Mail Service Center
Raleigh, NC 27699-9001
1-877-566-7226
www.ncdoj.com

Federal Trade Commission

Consumer Response Center
600 Pennsylvania Ave, NW
Washington, DC 20580
1-877-IDTHEFT (438-4338)
www.identitytheft.gov

For residents of Massachusetts and Rhode Island: You have the right to obtain a police report if you are a victim of identity theft.

For residents of all states:

Fraud Alerts: You can place fraud alerts with the three credit bureaus by phone and online with Equifax (https://assets.equifax.com/assets/personal/Fraud_Alert_Request_Form.pdf), Experian (<https://www.experian.com/fraud/center.html>), or Transunion (<https://www.transunion.com/fraud-victim-resource/place-fraud-alert>). A fraud alert tells creditors to follow certain procedures, including contacting you, before they open any new accounts or change your existing accounts. For that reason, placing a fraud alert can protect you, but also may delay you when you seek to obtain credit. Initial fraud alerts last for one year. Victims of identity theft can also get an extended fraud alert for seven years. The phone numbers for all three credit bureaus are at the bottom of this page.

Monitoring: You should always remain vigilant and monitor your accounts for suspicious or unusual activity.

Security Freeze: You also have the right to place a security freeze on your credit report. A security freeze is intended to prevent credit, loans, and services from being approved in your name without your consent. To place a security freeze on your credit report, you need to make a request to each consumer reporting agency. You may make that request by certified mail, overnight mail, regular stamped mail, or by following the instructions found at the websites listed below. The following information must be included when requesting a security freeze (note that if you are requesting a credit report for your spouse or a minor under the age of 16, this information must be provided for him/her as well): (1) full name, with middle initial and any suffixes; (2) Social Security number; (3) date of birth; (4) current address and any previous addresses for the past five years; (5) Proof of current address, such as current utility or telephone bill, bank or insurance statement; (6) legible photocopy of government-issued identification card (state driver's license or ID card, military identification, etc.); and (7) if you are a victim of identity theft, include a copy of either the police report, investigative report, or complaint to a law enforcement agency concerning identity theft. It is essential that each copy be legible, display your name and current mailing address, and the date of issue. It is free to place, lift, or remove a security freeze. You may also place a security freeze for children under the age of 16. You may obtain a free security freeze by contacting any one or more of the following national consumer reporting agencies:

Equifax Security Freeze

P.O. Box 105788
Atlanta, GA 30348-5788
www.equifax.com/personal/credit-report-services/
800-525-6285

Experian Security Freeze

P.O. Box 9554
Allen, TX 75013-9544
www.experian.com/freeze/center.html
888-397-3742

TransUnion (FVAD)

P.O. Box 2000
Chester, PA 19014-0200
www.transunion.com/credit-freeze
800-680-7289

More information can also be obtained by contacting the Federal Trade Commission listed above.